Claims:

1. A roadside post comprising an elongate body formed of sheet spring steel and having a longitudinal axis, a front face and a rear face, wherein:

said body is elastically bendable through 90 degrees from an unbent state about a transverse axis transverse to said longitudinal axis, said front and rear faces transversely extending generally parallel to said transverse axis.

2. The roadside post of claim 1 wherein, said body is elastically bendable through 90° from said unbent state about said transverse axis to either side of said longitudinal axis.

3. The roadside post of claim 1 wherein said body is formed from sheet spring steel having a Rockwell hardness of C40 to C47.

4. The roadside post of claim 3 wherein said spring steel is high carbon steel C1075.

5. The roadside post of claim 1 wherein said body has a width of approximately 75 mm to 120 mm.

6. The roadside post of claim 1 wherein said sheet spring steel has a thickness of approximately 0.9 mm to 1.5 mm.

7. The roadside post of claim 1 wherein said body has a substantially arcuate transverse cross-section.

8. The roadside post of claim 7 wherein said arcuate transverse cross-section has a radius of approximately 100 mm to 250 mm.

9. The roadside post of claim 1 wherein said body has a channel shaped transverse cross-section comprising a central web and two lateral flanges.

10. The roadside post of claim 9 wherein the angle formed between said web and each said flange is approximately 150° to 175°.

11. The roadside post of claim 1 wherein said post further comprises a rigid base adapted to be driven into the ground, a first end of said body being fixed to said base.

12. The roadside post of claim 11 wherein said base has a tapered end longitudinally distal of the body, said base tapered end being adapted to be driven into the ground.

13. The roadside post of claim 1 wherein a first end of said body is adapted to be driven into the ground.

14. The roadside post of claim 13 wherein said body first end is tapered.

15. The roadside post of claim 1 wherein said body includes a mark indicative of the location of the surface of the ground when said post is driven into the ground to a design depth.

16. The roadside post of claim 15 wherein said mark is a hole.

17. A roadside post installation comprising the roadside post of any one of claims 1 to 16 in which said post is driven into the ground.

18. The roadside post installation of claim 17 wherein a recess is formed in the ground immediately adjacent said body to allow uninhibited bending of said body, said recess extending across either of said front face and said rear face.

19. The roadside post of claim 18 wherein said recess extends approximately 50 mm to 150 mm from said transverse axis at the surface of the ground.

20. The roadside post of claim 18 wherein said recess has a depth of approximately 50 mm to 150 mm.

21. The roadside post installation of claim 18 wherein two said recesses are formed in the ground, a first said recess extending across said front face and a second said recess extending across said rear face.

22. The roadside post installation of claim 18, and comprising the roadside post of claim 11, wherein the entire said base is located beneath the surface of the ground.

23. The roadside post installation of claim 22 wherein the top of said base is located at a depth of approximately 50 mm to 150 mm beneath the surface of the ground.

24. A method of installing the roadside post of any one of claims 1 to 16, said method comprising driving said post into the ground.

25. The method of claim 24 wherein the method further comprises forming a recess in the ground immediately adjacent said body to allow uninhibited bending of said body, said recess extending across either of said front face and said rear face.

26. The method of claim 25 wherein said recess extends approximately 50 mm to 150 mm from said transverse axis at the surface of the ground.

27. The method of claim 25 wherein said recess has a depth of approximately 50 mm to 150 mm.

28. The method of claim 25 wherein two said recesses are formed in the ground, a first said recess extending across said front face and a second said recess extending across said rear face.